

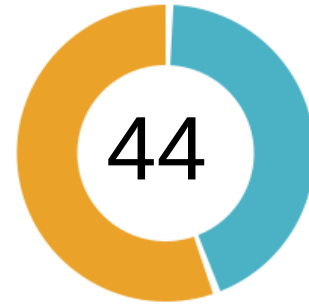
Report Run: 1/4/2014

## Splash Cafe

197 Pomeroy Ave  
Pismo Beach, CA 93420  
8057734653  
splashcafe.com

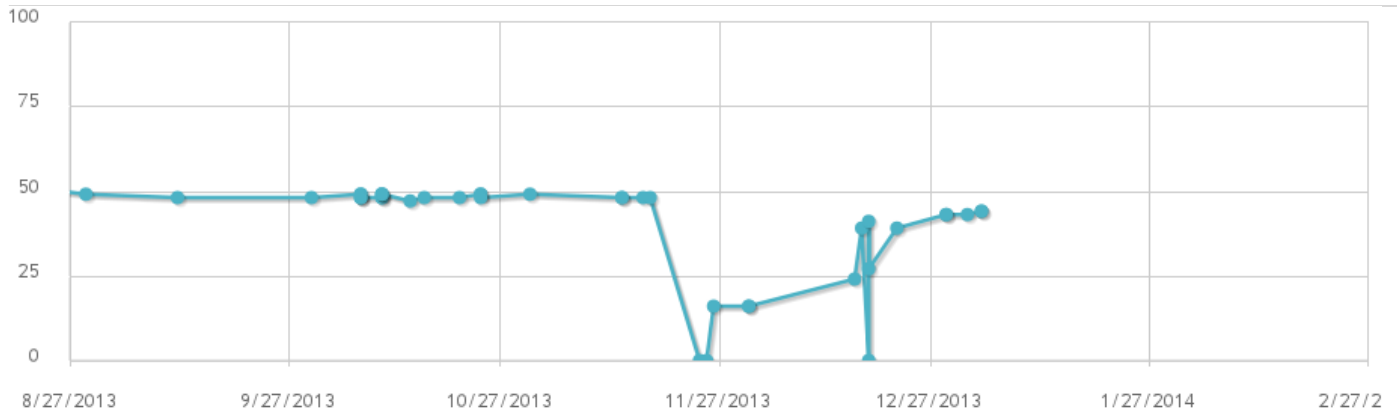
Businesses with your score tend to have:

- Some presence in organic (unpaid) search priorities on major search engine sites.
- Basic listings in some local search and online yellow pages sites.
- Little additional information in local search and online yellow pages sites.
- Few ratings and reviews.



Presence Rating: Good

## Recent Report Activity



## Recent Reviews

- A new review of your business was found on foursquare.com on February 8
- A new review of your business was found on yelp.com on 1/4/2014
- A new review of your business was found on yelp.com on 1/2/2014
- A new review of your business was found on yelp.com on 1/1/2014
- A new review of your business was found on yelp.com on 1/1/2014

## Recent Submission Activity

No recent activity.

## How We Are Helping Your Score

- Action 1: Add a business description on YP
- Action 2: Add a business description on TripAdvisor
- Action 3: Add a business description on Citysearch
- Action 4: Add your listing to Pinterest
- Action 5: Add your listing to Manta

## What You Can Do To Help

Priority 1: Solicit user reviews. Consider e-mail campaigns to your customers to encourage them to provide reviews of your business on popular search and directory sites. Reviews improve how you are ranked on the web!

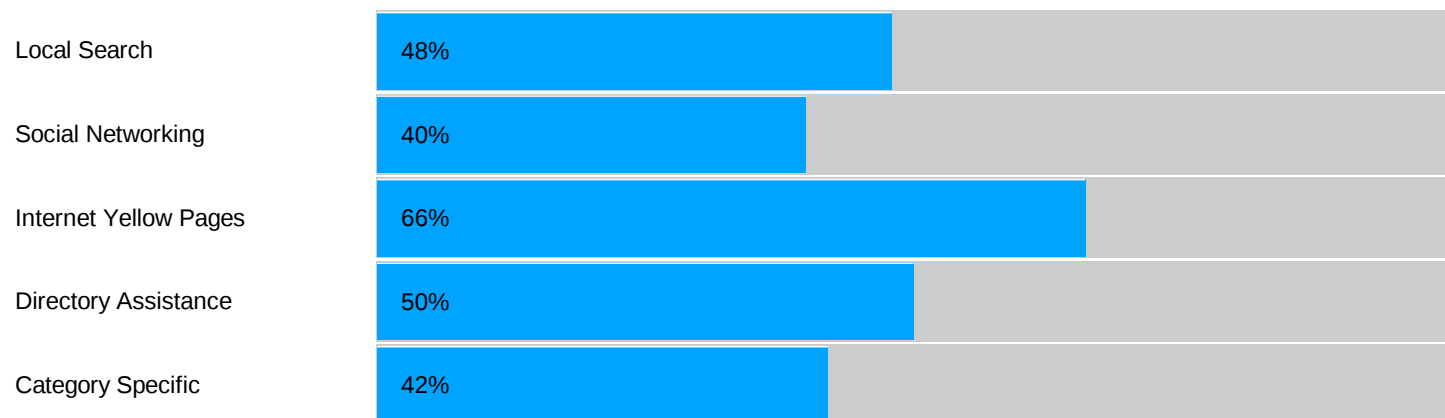
Priority 2: Consult with your sales representative to make sure the business information we have on file for you is accurate and thorough. Our specialists will look to this information to disseminate business profiles throughout the web for you, so its completeness is crucial.

Priority 3: Talk to your sales representatives about what search engine marketing opportunities are available to you (Google AdWord campaign for example).

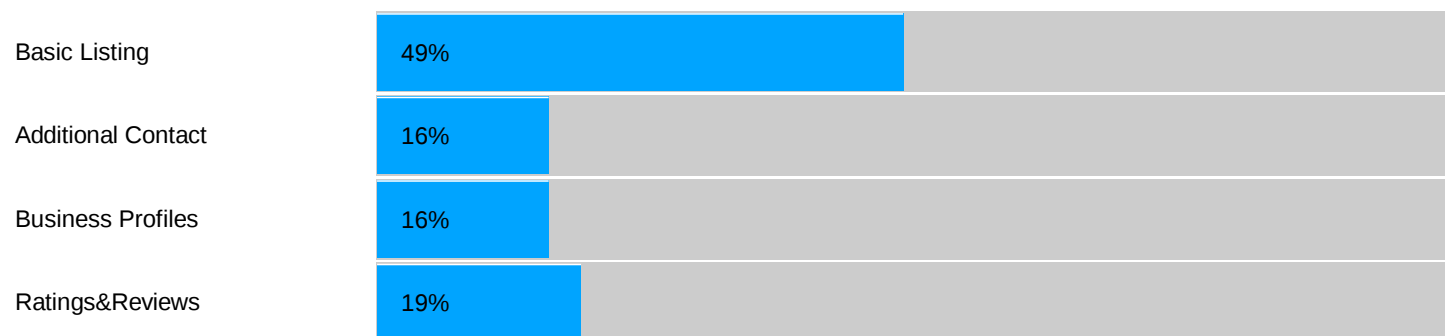
## Your Presence on Local Search Sites

These charts show the breadth of coverage on local search sites organized by site type, including Internet Yellow Pages, Local Search, Social Networking, Category Specific, and Directory Assistance, and are then broken down into listing types. "Basic Listings" contains name, address, and phone number. "Additional Contact" includes web addresses, tollfree or second phone, email address, and fax number. "Business Profiles" refers to any description of products, services, payment methods, and other offerings. "Ratings&Reviews" indicates whether we found reviews or ratings for the business.

### Chart 1: Percent of Local Search Websites Listing Your Business
























































































































































### Chart 2: Depth of Information about Your Business on Local Search Sites































































































































































































































































































































































































### Chart 3: Information about Your Business on Each Directory Site Surveyed

This table shows how you appear in top-ranked directory sites.

-  = Phone Found
-  = Address Found
-  = Phone Found
- ? = The directory site may contain this information, but results were inconclusive.
-  = Check Phone
-  = Check Address
-  = Check Phone
- NA = This type of information IS NOT available on the directory site.
-  = Similar Name Found
-  = Similar Address Found
-  = Similar Phone Found

Site Name	Site Type	Site Rank	Business Name	Address	Phone	Additional Contact	Business Profiles	Ratings Reviews	Comments
411.Info	Directory Assistance	3					n/a		
ActiveDiner.com	Category Specific	12				n/a			
Addresses.com	Directory Assistance	2							Powered by YP.com
Akama.com	Local Search	29				n/a			
Allmenus	Category Specific	6							
AngiesList.com	Category Specific	4							
AOL Yellow Pages	Internet Yellow Pages	4							Submit changes to InfoUSA; featured listings by YellowPages.com
AreaGuides.net	Local Search	28							Powered by YellowPages.com
ASKYP.Com	Internet Yellow Pages	20				n/a	n/a		
B2BYellowpages.com	Internet Yellow Pages	16							
Best of the Web Local	Local Search	13							Only accepts basic listings for free
Better Business Bureau	Social Networking	10				n/a	n/a		Must become accredited to appear on site
Bing Business Portal	Local Search	6							Basic listings by Bing; featured listings by YellowPages.com
Bizapedia.com	Local Search	12				n/a	n/a		
bizCompare.com	Local Search	44							
BizWiki.com	Internet Yellow Pages	14				n/a			
Boorah	Category Specific	9							
Brownbook.net	Local Search	20				n/a	n/a		
CBSyellowpages.com	Internet Yellow Pages	23				n/a	n/a		
Chow.com	Category Specific	2				n/a	n/a		
City-Data.Com	Local Search	9							No method to edit
Citysearch	Local Search	3							
CitySquares.com	Local Search	19					n/a		Only basic listings may be added for free
closebybusinesssearch.com	Local Search	45				n/a			
Company.com	Local Search	21							
CorporationWiki.Com	Local Search	14				n/a	n/a		
Dailymotion.com	Social Networking	8				n/a	n/a		

De.Lirio.Us	Local Search	26				n/a	n/a		Powered by I Begin
DexKnows	Internet Yellow Pages	6							No method to update listing
DineView.com	Category Specific	14							
DogPile.Com	Local Search	11					n/a		Content by CityGrid, Data by InfoGroup
ExpressUpdate.com	Local Search	16					n/a		
EZlocal.Com	Local Search	24							
Facebook	Social Networking	4							
Fave	Local Search	32					n/a		
flickr.com	Social Networking	7				n/a	n/a		
Foodio54.com	Category Specific	3				n/a	n/a		
Foursquare	Social Networking	9				n/a	n/a		
FOX 11 Central Coast News Directory	Regional Directory	3					n/a		Powered by Local.com
FrontierPages	Internet Yellow Pages	21							No method to update listings
GetFreeListing.com	Local Search	41				n/a	n/a		
GOMylocal.com	Local Search	42				n/a	n/a		
Google Plus	Local Search	5							Business info and reviews aggregator
GoRestaurants.net	Category Specific	13				n/a	n/a		Paid listings only
Gusto.com	Category Specific	11							
Hotfrog.com	Local Search	15							
Hubbiz.Com	Local Search	38							
iBegin.Com	Local Search	22							
iGotBiz.Com	Local Search	36							
iKarma.com	Social Networking	15					n/a		
Insider Pages	Social Networking	11							
Judy's Book	Social Networking	13							Original and republished reviews; Paid submissions only
Justdial.com	Local Search	7							
KCOY 12 Central Coast News Directory	Regional Directory	1					n/a		Powered by Local.com
Kudzu.com	Internet Yellow Pages	9							
LinkedIn	Social Networking	6							
Local.com	Local Search	8							
LocalDatabase.Com	Local Search	37							
LocalEdge	Directory Assistance	4				n/a	n/a		
LocalNDex.com	Local Search	35							
LoQal.com	Internet Yellow Pages	17							Powered by Local.com
Magic Yellow	Internet Yellow Pages	11					n/a		

Manta	Social Networking	3							
Mapquest	Local Search	2					n/a		Premium Listings through Yext
MatchPoint.com	Local Search	33							
Merchant Circle	Local Search	4							Reviews aggregator
Mojo Pages	Social Networking	14							Original and republished reviews
MyTravelGuide.com	Category Specific	8							Paid listings only
nearyous.com	Local Search	17				n/a			
OddPath.com	Local Search	31							
OpenList	Local Search	25							Reviews aggregator
Pinterest	Social Networking	2				n/a			
PremierGuide	Local Search	30							Powered by Local.com
Reachlocal	Local Search	10							
Restaurants.com	Category Specific	10							
SanLuisObispoCounty.com	Regional Directory	2					n/a		
ServiceNoodle.com	Local Search	34							
ShowMELocal.Com	Internet Yellow Pages	12							
Superpages.com	Internet Yellow Pages	2							
Switchboard	Internet Yellow Pages	7							Powered by Superpages.com
Totally Local Yellow Pages	Internet Yellow Pages	22							Powered by Local.com
TripAdvisor	Category Specific	1							Phone number requires paid listing.
TRUSTEDSearch.org	Local Search	43							
Tupalo.com	Local Search	18							
Twitter	Social Networking	5							
upspring.com	Local Search	23				n/a			
Urbanspoon	Category Specific	5							Reviews powered by mobile apps.
USDirectory.com	Internet Yellow Pages	18					n/a		Data by Localize; business name must exactly match listing
UserInstinct.com	Social Networking	12							
WhitePages.com	Directory Assistance	1					n/a		Powered by Express Update
WhoWhere Yellow Pages	Internet Yellow Pages	5				n/a			Powered by Yellowbook.com
Yahoo! Local	Local Search	1							
Yellowbook.com	Internet Yellow Pages	3							Listings may be claimed, but not added, for free
YellowBot	Internet Yellow Pages	8							Reviews aggregator
Yellowee.com	Internet Yellow Pages	15				n/a			
YellowExplorer.com	Local Search	40				n/a	n/a		

Yellowise.com	Internet Yellow Pages	13				n/a			Listings may only be claimed; Data powered by LocalXML
YellowPageCity.com	Internet Yellow Pages	19					n/a		
Yellowwiz.Com	Local Search	39				n/a	n/a		
Yelp	Social Networking	1							
Yippie.Biz	Internet Yellow Pages	24				n/a	n/a		
YP.com	Internet Yellow Pages	1							The New Yellowpages.com
Ypeek.com	Internet Yellow Pages	10							Powered by Yellowbook
Zagat	Category Specific	7							Paid listings only
Ziplocal.com	Local Search	27							

## Ratings of Your Business

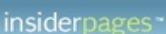

























### Sites Containing Ratings of Your Business








Site Name	Site Type	Site Rank	Number of Ratings	Average Rating
Yahoo! Local	Local Search	1	1	
Yelp	Social Networking	1	1530	
YP.com	Internet Yellow Pages	1	1	
TripAdvisor	Category Specific	1	1	
Superpages.com	Internet Yellow Pages	2	1	
Citysearch	Local Search	3	6	
Merchant Circle	Local Search	4	1	
AOL Yellow Pages	Internet Yellow Pages	4	0	
Google Plus	Local Search	5	1	
DexKnows	Internet Yellow Pages	6	9	
Bing Business Portal	Local Search	6	8	
Switchboard	Internet Yellow Pages	7	0	
Zagat	Category Specific	7	0	
YellowBot	Internet Yellow Pages	8	104	
MyTravelGuide.com	Category Specific	8	0	
Local.com	Local Search	8	0	
Kudzu.com	Internet Yellow Pages	9	6	
Foursquare	Social Networking	9	1	
Boorah	Category Specific	9	1	
Restaurants.com	Category Specific	10	0	
Insider Pages	Social Networking	11	1	
Judy's Book	Social Networking	13	1	
Mojo Pages	Social Networking	14	5	
FrontierPages	Internet Yellow Pages	21	3	
OpenList	Local Search	25	1	
AreaGuides.net	Local Search	28	1	

## Reviews












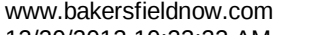
Shown below is a selection of reviews of your business from popular review sites. You may browse through all of the reviews or select a specific review site from the list below.

Source	Review
 insiderpages.com title="2005-09-13T17:50:00-07:00"September 13, 2005 	Incredible Clam Chowder be sure to check it out Their other food is also pretty good and for a time they even offered fried twinkies Yum Usually I just order the Chowder and go elsewhere for the main meal since their prices are a bit high PROS Chowder CONS Everything else
 insiderpages.com Splash Cafe Splash is the BEST!!! ????? 	Leanne P June 02 2005 5 Splash Cafe The Worlds Best Clam Chowder The Splash Cafe located near the pier in Pismo Beach has the absolute best gourmet clam chowder in the world The clam chowder is served in a large San Francisco-style sourdough bread bowl which has been buttered and lightly toasted The environment is beach casual and fun Service is fast and friendly The cafe has a great menu and the food is delicious and affordable PROS Fast affordable great food CONS Limited seating
 tripadvisor.com September 9, 2012 NEW 	After staring at the ocean for too long on a Sat evening we couldnt wait the hour and half to eat at Ventana Grill We turned to the internet for an alternative and the reviews pointed us to Splash When we arrived there was what I would call organized chaos they were crazy busy and very efficient at taking orders More
 tripadvisor.com September 8, 2012 NEW 	We came here tired from a long day of driving around and sightseeing We got a quart of chowder to go as an appitizer for a meal back at the cabin It was different from your typical chowder tasted a bit like crab It was very creamy great flavor and gone in 8 minutes Even my picky kids loved it More
 tripadvisor.com September 6, 2013 NEW 	We had the clam chowder to go and was impressed by the care put into packaging the food Bread bowls were nicely toasted and wrapped warm so they arrived home that way We poured in the thick rich chowder and were in heaven clams we aplenty and the flavor was great Wish I would have read the reviews and gotten More
 tripadvisor.com September 5, 2013 NEW 	i little salty for us it can get busy here 385 for small cup i think its over price not much clam that you can taste mostly potatoes
 tripadvisor.com September 5, 2012 NEW 	Clam Chowder in bread bowl with crab topping - you miss trying this and you havent lived DELICIOUS
 tripadvisor.com September 5, 2012 NEW 	We have tried for years unsuccessfully to experience the Splash Cafe We arrived about 3pm on a Tuesday there was no line The staff is very friendly and helpful We tried the clam chowder in a bowl The top and center were slightly toasted and served with butter The soup was good not as outstanding as wed been told We More
 tripadvisor.com September 4, 2013 NEW 	Dont get scared of the long line to get in They are worth it Lots of choices my favorites were the clam chowder and onion rings The line goes really fast and there is a lot more seating than it appears from outside
 tripadvisor.com September 4, 2013 NEW 	I think everyone who visits Pismo Beach stops here for lunch And to my disappoint there really is no good time to go but it is still a must-have I tried to beat the crowd by going between lunch and dinner on Tuesday It actually got more crowded from 1pm to 2pm The food My wife has stated on both More
 tripadvisor.com September 4, 2013 NEW 	Splash cafe is little local fish place right in Pismo The locals love it and so do the tourists they have excellent fish tacos and fish and chips But they are known for their clam chowder which the best I have ever had
 tripadvisor.com September 4, 2013 NEW 	this was ok for our coffee stop and we had a nice cakelarge portions and endless coffee cup special offer on was nice attentive staff
 tripadvisor.com September 4, 2012 NEW 	While my wife and I do enjoy the clam chowder sometimes ordering in advance on our way home from Avila Beach their steamed clams are amazing Ive made my own in a white winegarlicbutter sauce but theirs is almost a marinara version of that with chunks of tomatoes Awesome with the leftover tops of the sourdough bowls toasted with garlic More

 tripadvisor.com September 30, 2013 NEW ★★★★★	A few years ago we were visiting SLO and a friend who went to school there recommended Splash Cafe Back then i did NOT like clam chowder After one tiny taste of his soup I ended up eating half of my husbands bread bowl and making him eat the rest of my sandwich Since then I have looked forward to More
 tripadvisor.com September 30, 2012 NEW ★★★★☆	Excellent clam chowder Also offers a variety of other seafood dishes fried mostly as well Very popular place and sometimes hard to find seating Very very casual atmosphere
 tripadvisor.com September 3, 2013 NEW ★★★★★	My family loves the clam chowder at Splash Cafe The line is long but there are always people to chat with and it seems to go quickly
 tripadvisor.com September 3, 2013 NEW ★★★★★	Like my son said amazing chowder Even if the line is around the building we will stand in line to eat their clam chowder and fish n chips Everything on the menu is terrific Its worth the wait Even the frozen chowder to bring home is the bomb
 tripadvisor.com September 3, 2012 NEW ★★★★☆	The line indicates great food but its ok The place is dated On busy weekends the line can go all the way around the building There are several places just as on the same block Theres isnt any view If youve only got one day in Pismo experience Ventana Grill - theyve got the view and the food is excellent
 tripadvisor.com September 3, 2012 NEW ★★★★★	What more can you say about their chowder It is absolutely the best anywhere We have eaten chowder in Boston and San Fransisco There is no comparison We werent even hungry and we could have eaten more The line was out the door but so what It goes pretty fast and it is so very worth the wait
 tripadvisor.com September 27, 2013 NEW ★★★★☆	I finally ate here after being reluctant to stand in the long line I got the chowder split fish chips with my hubby Reasonably priced service with a smile and I liked that they had an over-com to call out orders for people waiting outside Which is a lot not enough seating for the amount of customers this More

## Mentions of Your Business

In the table below, we display selections from news sites, social networking sites, blogs, and other sites with free-form content. These selections are likely to include mentions of your business.

Source	Review
 wiselivinginstyle.blogspot.com 1/25/2012 11:52:00 PM	Splash Cafe Menu. I like that there is something for everyone on their menu. My daughter is vegetarian and sometimes a bit picky about her food so this was a nice compromise for all of us. Posted by S.Y. Higley. Share:.
 californiathroughmylens.com 1/9/2013 1:59:31 AM	Splash Cafe . Splash Cafe Clam Chowder with Seafood Topping 640x480. My favorite place in California for Clam Chowder. Read about Splash Cafe . Alabama Hills Cafe. Alabama Hills Cafe 5. Lone Pine's best eatery, in my ...
 bartonsbites.com 10/15/2013 9:17:41 AM	Restaurant: Splash Cafe  491 Monterey Street, San Luis Obispo, California. Serving up more than 30,000 gallons of clam chowder a year, Splash Cafe 's chowder has received awards from both Gourmet Magazine as well as ...
 calcoastnews.com 11/11/2011 1:46:29 PM	My personal favorite is the very pleasant Splash Cafe , California and Monterey. The baking is solid from breads to scones and danish. You can sample their many daily focaccia and breads before ordering. I think I can safely ...
 shabbykitteh.blogspot.com 11/30/2012 12:58:00 AM	If you are from Cali and visit Pismo Beach...you know Splash Cafe . Just saying...ah-maz-ing! mmmkay...on to the beauty post. Smashbox Shades of Fame Palette. LOVE this guy! I picked up this palette at the beginning of the ...
 vc-menu.blogspot.com 12/11/2012 6:17:00 PM	Splash Cafe - Pismo Beach CA Menu 197 Pomeroy Avenue Pismo Beach, CA 93449 (805) 773-4653. Posted by Matthew Ha at 3:17 PM. Labels: Pismo Beach CA. Location: 197 Pomeroy Ave, Pismo Beach, CA 93449, USA ...
 www.northwestsourdough.com 12/15/2010 3:53:29 PM	I made a visit to the Splash Cafe in San Luis Obispo, CA today. Wow, was I in for a surprise! Outside the cafe it said it was also an Artisan Bakery. So of course I went inside.When I am out and about, I always buy local breads ...
 corriefood.blogspot.com 12/18/2010 3:46:00 AM	Splash Cafe 197 Pomeroy Avenue Pismo Beach, CA 93449 12/13/10. When I think of Pismo, I think of Splash Cafe , where they sell clam chowder in bread bowls and typically have a line out the door. This time they didn't have ...
 www.bakersfieldnow.com 12/20/2013 10:23:22 AM	There was no extra charge inside the park and there was even Splash Cafe chowder for sale. Really nice that it was inside town too. My family didn't have to drive 20 miles for our annual light show. And the Pictures with Santa ...

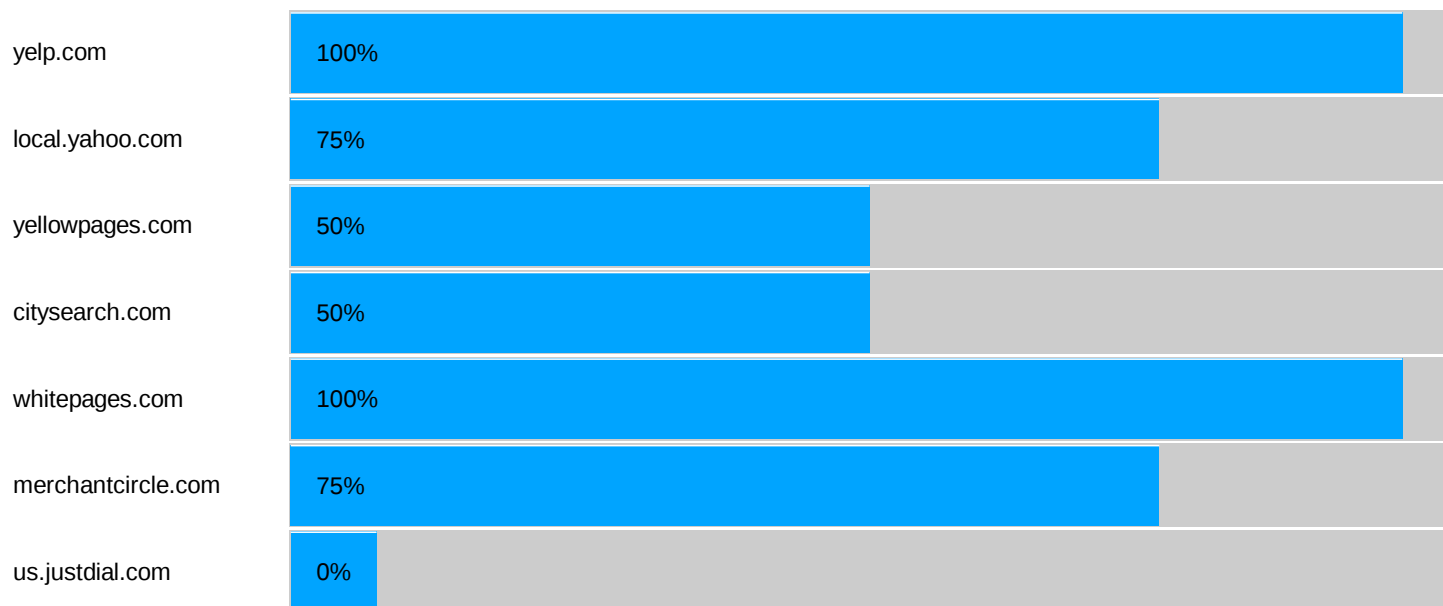


- wamene19.skyrock.com 12/27/2013 9:05:26 AM I discover the best clam chowder at Splash Cafe in Pismo Beach... Mike was out in California prior to my visit in March, and as my parents and I sat down for an early dinner, he sent me a picture text.I discover the best clam ...
- www.flickr.com 12/29/2010 3:00:00 AM Bread Bowl - Clam Chowder at Splash Cafe in Pismo Beach.
- hungryhobby.net 12/3/2013 7:19:09 AM After that we stopped by a cafe across the from the hotel called Splash Cafe , I got a pineapple sunrise smoothie with a scoop of protein powder (probably my favorite breakfast of the whole trip) and Paul got a breakfast burrito.
- www.flickr.com 2/21/2009 3:00:00 AM THE BEST CLAM CHOWDER EVER!!!! Splash Cafe in Pismo Beach California. Try for yourself! 197 Pomeroy Ave Pismo Beach, CA 93449 So buttery, bread is so fresh and flaky, It's really good. Go early, because the line will ...
- 1000watt.net 2/9/2010 9:40:28 PM They do it sincerely. Honestly. And with a smile. Which yields what you see in the image below. Something I know every agent, broker, vendor in real estate wants. Splash Cafe in Pismo Beach Image courtesy of Nick Anis.
- www.asloline.com 3/8/2012 9:00:14 AM Considering San Luis Obispo dining? Here, you'll find a review of Splash Cafe , one of the many restaurants to choose in downtown San Luis Obispo.
- 5footgourmet.blogspot.com 4/15/2010 8:19:00 PM But of course those were not the priority, no I had in mind a tasty bread bowl filled with a rich, creamy clam chowder from Splash Cafe . Splash is famous for their clam chowder and apparently their recipe has been sought after ...
- foreverevans.blogspot.com 4/25/2008 5:44:00 PM Everytime our family goes to Pismo we HAVE to eat at the famous " Splash Cafe !" We think they have the best clam chowder up and down the California Coast! I don't know maybe we're just obsessed with Splash Cafe itself.
- www.relishedfood.com 4/4/2013 12:26:44 PM Splash Cafe Central Coast Seafood Bliss Cafe Mama Ganache Rooster Creek Urbane Cafe Beewench Farm Tiber Canyon Ranch Gardens of Avila Sidecar Restaurant & Lounge Robbins Family Farms SeaVenture Resort & ...
- hannahjanewrites.com 4/9/2013 11:42:45 PM I discover the best clam chowder at Splash Cafe in Pismo Beach.
- www.pacificleisure.com 5/18/2012 12:29:22 AM Carrot cake was purchased from Taco Temple in Morro Bay, Costco in San Luis Obispo, Splash Cafe in San Luis Obispo, Madonna Inn in San Luis Obispo, and Giuseppes Express in Pismo Beach, CA. The prices ranged from ...

## Your Presence on Search Engine Sites

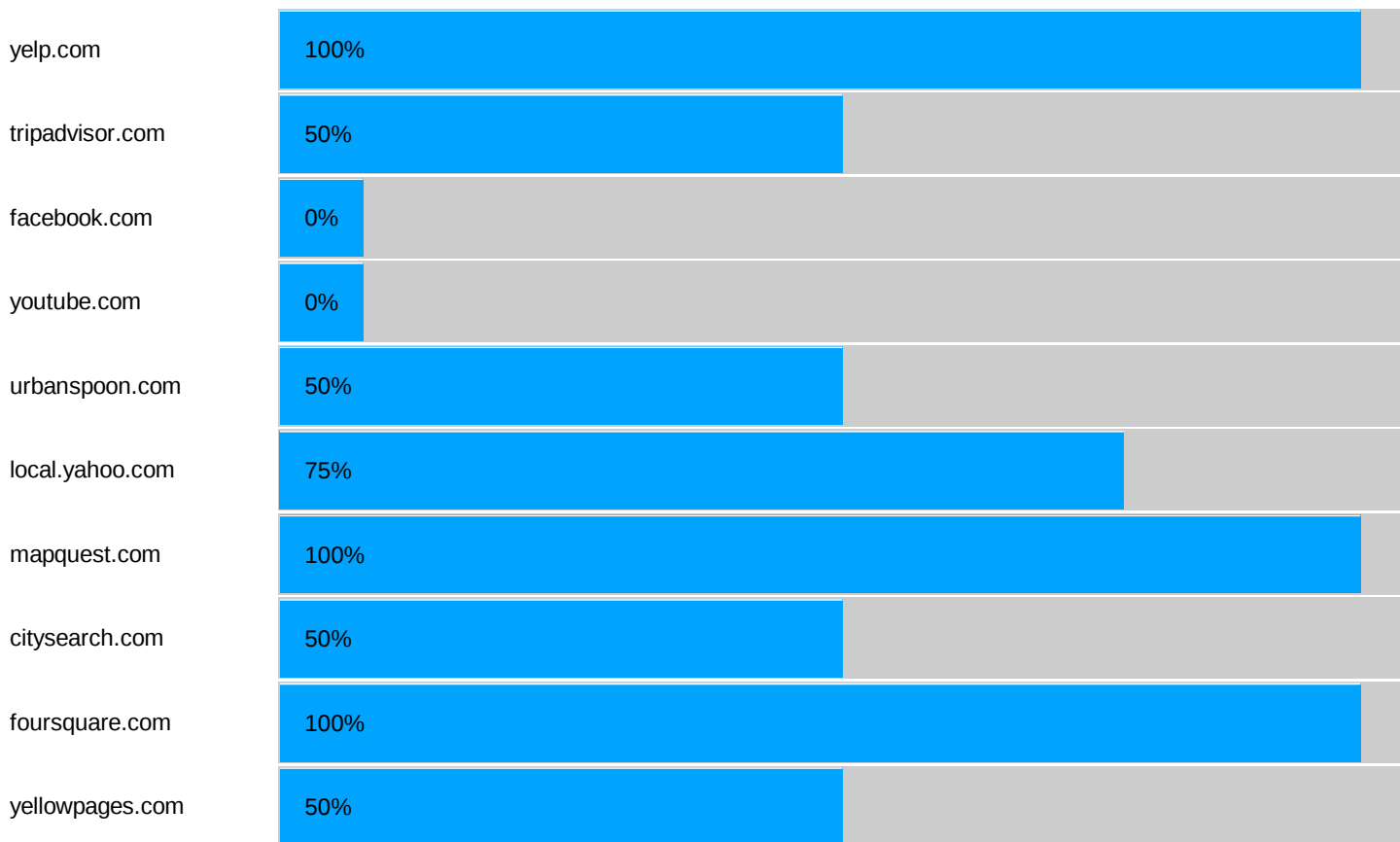
These charts highlight key results in a search engines (Google & Bing!) for queries like your business category & city, and business name & city. We identify top ranking directories in the query results and measure the quality of your listing in each directory. The analysis identifies what potential customers are likely to see when they've heard of your business and are seeking further information. We also identify the ranking (if any) of your own website.

### Chart 1: Appearance of Your Business in Search Engine Results for Your Business Category and City





## Chart 2: Appearances of Your Business in Search Engine Results for Your Business Name and City



## Chart 3a: Search Engine Results

This table shows natural search results at Google & Bing! for your business category + city. Your score is displayed for each site. businesscategory + city . Your score is displayed for each site.



Found



Not Found

City State | Category - "Pismo Beach, CA" + "Cafes"

Site Name	Site Details	Rank	Google	Bing	Depth of Information Found
yelp.com	Social Networking	1	✓	✓	100%
local.yahoo.com	Local Search	5	✓	✓	75%
yellowpages.com	Internet Yellow Pages	9	✓	✓	50%
citysearch.com	Local Search	11	✓	✓	50%
whitepages.com	Directory Assistance	19	✓	✓	100%
merchantcircle.com	Local Search	24	✓	✓	75%

us.justdial.com	Local Search	28	✓	✗	0%
foodio54.com	Category Specific	29	✓	✗	100%
americantowns.com	Local Search	30	✗	✓	0%
manta.com	Social Networking	32	✓	✓	0%
superpages.com	Internet Yellow Pages	34	✗	✓	75%
mapquest.com	Local Search	36	✓	✓	100%
tripadvisor.com	Category Specific	38	✓	✓	50%
chow.com	Category Specific	46	✓	✗	0%
dine.com	Category Specific	47	✗	✓	0%

## Chart 3b: Search Engine Results

This table shows natural search results at Google & Bing! for your business name + city. Your score is displayed for each site.



Found



Not Found

Exact Name | City State - "Splash Cafe" + "Pismo Beach, CA"

Site Name	Site Details	Rank	Google	Bing	Depth of Information Found
yelp.com	Social Networking	1	✓	✓	100%
tripadvisor.com	Category Specific	3	✓	✓	50%
facebook.com	Social Networking	4	✓	✓	0%
youtube.com	Social Networking	7	✓	✓	0%
urbanspoon.com	Category Specific	8	✓	✗	50%
local.yahoo.com	Local Search	9	✓	✓	75%
mapquest.com	Local Search	11	✗	✓	100%
citysearch.com	Local Search	13	✓	✓	50%
foursquare.com	Social Networking	15	✓	✗	100%
yellowpages.com	Internet Yellow Pages	17	✓	✓	50%
twitter.com	Social Networking	19	✓	✗	0%
manta.com	Social Networking	21	✗	✓	0%
dine.com	Category Specific	22	✓	✓	0%
yellowbook.com	Internet Yellow Pages	25	✓	✗	75%
superpages.com	Internet Yellow Pages	26	✗	✓	75%